



COLORADO

Department of Health Care
Policy & Financing

ACA Messaging Guidelines

Affordable Care Act

First reference:

Affordable Care Act

Second reference:

ACA, federal health law, health care reform

Standard description:

The passage of the Affordable Care Act (ACA) provides unprecedented opportunities to increase the value spent on health care, create a culture supporting healthy living and wellness and expand access to care. Signed into law on March 23, 2010, the ACA has broad impact on those with and without insurance. For more information, visit Colorado.gov/Health or Healthcare.gov.

Colorado Department of Health Care Policy and Financing

First reference:

Colorado Department of Health Care Policy and Financing

Second reference:

HCPF (when listing multiple Departments), the Department

Standard description:

About the Colorado Department of Health Care Policy and Financing: The department administers the Medicaid and Child Health Plan *Plus* (CHP+) programs as well as a variety of other programs for low-income Coloradans who qualify. The mission of the department is to improve health care access and outcomes for the people we serve while demonstrating sound stewardship of financial resources. For more information about the Department, visit Colorado.gov/hcpf.

Medicaid

First reference:

Medicaid

Second reference:

Medicaid

Standard description:

Colorado Medicaid is free or low-cost public health insurance for Coloradans who qualify. Now, Medicaid covers more low-income adults without children, parents and families. For more information, visit Colorado.gov/hcpf.

Child Health Plan *Plus*

First reference:

Child Health Plan *Plus*

Second reference:

CHP+

Standard description:

Child Health Plan *Plus* (CHP+) is low-cost health insurance for Colorado's uninsured children and pregnant women. CHP+ is public health insurance for children and pregnant women who earn too much to qualify for Medicaid, but not enough to afford private health insurance. For more information, visit Colorado.gov/hcpf.

Key Messages for Clients/Applicants

- More Coloradans can now qualify for free or low cost coverage through Medicaid.
- Medicaid and Child Health Plan *Plus* accept applications year round and do not have an open enrollment period.
- If Coloradans do not qualify for Medicaid or CHP+, they may be able to qualify for financial assistance through Connect for Health Colorado to help purchase private health insurance. Visit ConnectforHealthCO.com for more information.
- The 2015 open enrollment period for applying for and purchasing private health insurance is November 15, 2014 to February 15, 2015.
- Coloradans can apply for coverage online at the Connect for Health Colorado and PEAK websites, in person, by mail or over the phone.

<i>For more information visit or call:</i>	Colorado.gov/Health Colorado.gov/PEAK Toll free: 1-800-221-3943 TDD: 1-800-659-2656	ConnectforHealthCO.com Toll free: 1-855-PLANS4YOU (855-752-6749) TDD: 1-855-346-3432
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